



Foreign Agricultural Service

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## Canada

### Market Development Reports

### Canadian Market Profile: Pastry Cake, Cookie,

### Dessert Products

## 2000

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**U.S. Embassy**

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#### **Report Highlights:**

**This is the first of a two-part profile of the Canadian market for U.S. bakery products.**

**FAS has identified bakery products as a "Best Prospect" in the Canadian market.**

**This report highlights the market for sweetened bakery products, the next report will feature unsweetened bakery products. Please note: Dollar values indicated are in Canadian dollars.**

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Includes PSD changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
OTTAWA[CA1], CA

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## **CANADIAN MARKET PROFILE: PASTRY, CAKE, COOKIE, DESSERT PRODUCTS**

### **EXECUTIVE SUMMARY**

Geographically the second largest country in the world, Canada has a total population of 30.3 million people. Approximately 75% to 80% of this population reside in Quebec, Ontario, Alberta and British Columbia. The majority reside within a two hour drive of the Canadian-U.S. border. For this reason, this study will focus on the main economic centers of Vancouver, British Columbia; Calgary, Alberta; Toronto, Ontario; and Montreal, Quebec.

In the mid-1990's, growing demand for a wider variety of fresh products, forced Canadian companies to source their products outside of Canada. High costs involved in automation held back development of competitively priced bakery goods in the Canadian industry. The increased demand for fresh, ready baked goods, frozen, bake-off products, and ready to use mixes and doughs, have provided an opening for U.S. bakery products. Total U.S. bakery import sales to Canada of \$C 432 million in 1998.

The tariff phase out under NAFTA which led to the elimination of tariffs on U.S. bakery imports in 1998 has opened the Canadian market further to U.S. imports. Even with the currently high U.S. dollar, U.S. suppliers can effectively supply the Canadian market. For suppliers entering the market, effective research into competitive products is recommended to properly position your bakery goods.

Multi-culturalism has become a trademark of Canada's identity. Due to the high acceptance level of cultural diversity, and in some cases, large densities of particular ethnic populations, Canadians have developed a desire for many foods native to the homelands of the various ethnic communities. As our community has become more global, the diversity of the foods chosen for Canadians' everyday meals and restaurant fare has grown.

A recent study concluded that Canadian consumers are more likely than their American counterparts to follow through with lifestyle changed dictated by the revised Canada's Food Guide recommending five to ten grain servings daily and five to ten fruit and vegetable servings daily. However, health conscious Canadians also like desserts. The old adage, everything in moderation, has taken over the North American psyche. Many people will eat lean and light for the main course, but when it comes to dessert, the richer the more enjoyable it is. A 1995 Gallup poll revealed that 35 percent of Canadians eat dessert every night. Ninety-three percent of this volume is purchased at neighborhood grocery stores. In 1997, Canadians consumed a whopping \$560 million worth of dessert foods including frozen cakes, pies, and a variety of other dessert items. This desire has provided an excellent opening for pre-baked, frozen specialty cakes. In the grocery sector alone, frozen baked cakes experienced a 5% increase in sales volume and a 9% increase in total dollars. Frozen cream pies experienced a 12% increase in total number of units sold of the previous year. In the restaurant business, the penchant for desserts rang up sales of \$160 million with extravagant, two fork, chocolate desserts enticing daring diners.

Gourmet specialty cookies are a growing market segment. Some consumers will spend over \$1, for a delicious, over-sized cookie. In a recent article in Western Restaurant News, Otis Spunkmeyer Cookies' James Baggs indicated that there is plenty of room for growth in the cookie market.

Brand recognition plays a big factor in purchases. Canadians are willing to pay extra to purchase their favorite comfort brands. Savvy marketing that creates an enticing image for branded products has paid off in the late 1990's. For example, Nestle's has created a specialty cake line featuring their famous chocolates. Specialty cakes such as Nestle's "Turtles", "Rolo", "After Eight" and "Coffee Crisp" are appearing on foodservices menus more often.

### **CANADIAN MARKET OPPORTUNITIES FOR U.S. BAKERY PRODUCTS**

Lack of information and lack of contacts with suppliers and U.S. exporters were mentioned by 75% of the trade and bakery managers queried in this survey. Over 60% of bakery managers believe that working with U.S. bakery suppliers would create better business opportunities. To sell in the market, direct contacts, newsletters, dealer relations and the Internet could be utilized. Opinion is divided 50-50 as to direct sales versus appointment of dealers and sub-dealers. The ethnic mix and diversity of the market provide an opportunity for dozens of dealers and distributors for servicing market needs.

Demand for ready-to-eat baked goods; frozen, ready-baked or par-baked, frozen doughs and mixes is growing. While over 50% of Canadian bakeries mix their own ingredients through local suppliers, over 60% would welcome U.S. bakery products, especially industrial mixes. Private label products are expanding rapidly and are constantly looking for fresh ideas that will capture the consumers tastebuds and loyalties.

To introduce a wide variety of these U.S. bakery products, and to inform Canadian buyers of the availability of such U.S. products will require a strong team of dealerships, with knowledgeable regional representatives. Food brokers can be instrumental in opening doors into the market with new products. They maintain regular personal contact with buyers, retailers, sales managers and key account executives, which provides immediate market expertise established in each individual's region, creating the advantage of having a local sales office without the overhead expense. Specialized warehouses in key metro areas would also be a valuable asset to provide easy access to inventory.

### **TRENDS**

In 1997, the retail market reported consumers spent over \$560 million on dessert foods. These figures reflect items that were tracked by UPC code such as puddings, gelatins, frozen cakes, pies pre-packaged snack cakes, cakes mixes, etc. During the same year, the restaurant industry reported food sales of \$2 billion. Nearly 8 percent, or \$160 million, of this amount was attributed to dessert sales. Desserts provide one of the most profitable items on the foodservice menu. The ultimate impulse food, desserts often render profits of more than 50 percent.

Colossal cakes, rich in chocolate, buttercream, mousse, and creatively served, give the image of fresh baked items, from scratch. Recipes developed to highlight the versatility of these delicious creations ensure irresistible presentations, often large enough to be shared by two, allowing for an even higher price point.

Branded cakes, such as Turtles Chocolates, Butterfinger, and After Eight, are attracting a lot of attention on the foodservice menu. The higher price tag is not a deterrent to the diner. In a recent private study, it was discovered that diners found branded menu items more appealing and were willing to pay a six percent premium for these products. Branded dessert products are one of the most highly demanded foodservice items and are still very underdeveloped in Canada. Desserts offer restaurants one of their best chances for profits. The growth area at Sara Lee is in cakes, with pies holding steady.

In a recent consumer study conducted by Gourmet Baker, manufacturers of frozen desserts such as cakes, torts, cheese cakes, etc., chocolate dramatically outdistanced all other items. The 52 percent male group they targeted, dining out 7.4 times monthly, ordered seven desserts over this period. Chocolate desserts were chosen 47 percent of the time. The next most popular flavor was vanilla at only 7 percent, followed by strawberry, raspberry and apple.

### **DOMESTIC AND FOREIGN COMPETITION**

Technology and pricing have been major factors in establishing the competition. Highly mechanized production methods have narrowed the competition to a select domestic group in Canada. High labor costs make it difficult for smaller operations to compete with the larger bakeries. They cannot afford to adapt to the latest technology, so have had to diversify to accommodate the market and protect their business. Fortunately, the demand for a wider variety of products in Canada has given many smaller companies opportunities to recreate their business and carve out a new niche in the ever diversifying market place.

#### **QUEBEC**

The grocery industry in Quebec differs significantly in its structure as 80% of all retailers are independent, compared with the rest of Canada where the majority of grocery stores belong to large corporate chains. There has been significant competition in recent years within the Quebec grocery market with major chains garnering an increasing portion of the independent retailers market share.

The two distinct types of bakeries in Quebec are Boulangerie which make bread bakery products and Patisserie which make pastry products.

There are five main categories in the Quebec baking industry, as identified by the Quebec Baking Counsel.

Les Boulangeries-Pâtisseries Industrielles - fresh, large volume manufacturers

Les Boulangeries-Pâtisseries Surgelées - bakeries producing frozen, ready to serve, par-baked products and doughs

Les Boulangeries Artisanales - bakeries producing fresh artisan breads, primarily in small volumes

Les Boulangeries Intégrées - "bake-off" bakeries producing fresh breads and pastries from par-baked and ready baked goods

Les Pâtisseries - bakeries producing only pastries and sweets

Les Boulangeries-Pâtisseries Industrielles volume comprises 70% of the market, les Boulangeries-Pâtisseries Surgelées occupies 16% and les Boulangeries Artisanales 14%. As indicated by the category, some of the large industrial boulangeries will bake both bread and sweet products including cakes and cookies.

The most difficult challenge facing the Quebec bakery market is finding skilled labour. This is a real handicap in terms of expansion. Some bakeries have spent considerable time and energy training new staff. Many of the qualified, skilled bakers are expatriates from France and are in great demand.

#### **ONTARIO**

The survey of the Ontario market revealed that in-store bakeries, food service operations, and institutions rely heavily

on frozen, ready made products that are either par-baked or finished, similar to the Quebec market. A survey of supermarket bakeries in Ontario's leading grocery chains showed the following:

- In-store bakeries use bake-off technology for a wide variety of breads, buns, cookies, cakes.
- Outside suppliers provide fully decorated cakes.
- 25% of bakery sales are made of cakes and specialty branded items.

## ALBERTA

Alberta companies, many of which are regional operations of national companies, are manufacturing all types of mixes, doughs, frozen bakery items - both par-baked and finished. Transportation costs and demand for fresh products are biggest factor influencing the location of these facilities. Some supermarket chains have large centralized baking facilities and prepare their baked goods for finishing at their in-store bakeries.

## BRITISH COLUMBIA

The largest part of the retail baked goods market is produced locally. Suppliers are providing specialized ingredients to produce higher end products typically imported from Italy, France, Germany, and China.

## **DISTRIBUTION**

It is unusual for companies to export their products to the Canadian market directly. Usually it is necessary for an importer, broker or agent to represent imported products in Canada. Further, importers need representatives in specific regional areas; it would not be prudent to rely on one representative for an entire province.

General distribution depends on the expertise the distributor who has the regional focus required to do an effective job. An agent knows the market and works closely with customers, helping with marketing and labelling. Agents sell one or more products in a specific geographic area for one or more suppliers with or without exclusivity.

Importer should set retail prices in conjunction with the supplier. Retail prices should be included in written contract with the supplier. Suggested retail prices should cover the commission costs, including brokerage fee and transportation. Importers use their sales force and contacts to effectively represent products; they know the market and will have a feel for an effective price point in their specific area.

Location is an extremely important factor in the success of a retail bakery. Many retail bakeries started out exclusively doing retail sales largely because of cash flow. The disadvantage of retailing is the requirement of having a product line constantly available, whether the product is sold or not. Bakeries then started up some wholesale business which developed as a means to achieve more income and better utilize existing production methods. New products were developed based upon customer requests. Most bakeries have been cautious and are not willing to develop products until they see what trends were developing. Buyers also like to utilize various sources for their products to ensure optimum price and quality.

Approximately 30 percent of all branded products in Canada are sold by a broker. Brokers are well established in the market place and provide a variety of services beyond basic product representation. Canadian brokers can assist in

sales to chains, food wholesalers, food service operators and distributors, mass merchandisers/club formats, industrial users, and military installations.

## FRANCHISING

Strong growth has occurred in the new style of coffee shops and bakery cafes. The same applies to the new sandwich shops offering bagels, pitas and fresh specialty breads accompanied by soups and salads. These franchises purchase ready made mixes and doughs or frozen, ready baked products, and ready to serve products. Most franchises are purchasing through centralized buyers to ensure quality and consistency throughout the chain. Some chains develop their own recipes and choose a particular bakery supplier to prepare either the mix, dough or finished product. Others will buy from an existing list of bakery products available to the general foodservice community. See appendix F for a listing of Canadian franchise operations.

One of the fastest growing market sectors for bakery products is through coffee/donut shops. The owner-manager of Second Cup coffee shop in Toronto reports his store employs 8 people and serves about 1,000 customers daily. While he does not use any promotion, his business is growing. He applies almost 100% markup on his bakery products which include cakes, biscuits, brownies, muffins bagels, rice crispies squares and nature squares. There is a growing trend among customers to choose healthier items.

## QUEBEC

Quebec is very much a North American market with a specific cultural influence. On average, it is necessary to do business here for three years to really establish yourself in the market. It may be required to conduct international business transactions by certified cheque. Franchising plays a large part in the Quebec retail bakery industry. There is an excellent success rate in comparison to other businesses as a whole, which fail at a rate six times higher than franchised businesses.

## ONTARIO, ALBERTA AND BRITISH COLUMBIA

The fresh bakery's generally deal directly with local clientele, hotels, restaurants, supermarkets, institutions, etc.

There is a division regarding the market share of these bakeries. The larger production style bakeries focus on the chain restaurants, deli's, family style restaurants, local independent restaurants, vendors, institutions, hotels, etc. Upscale bakeries, that still roll and shape their product by hand, offer unique and flavourful combination trends to upscale restaurants and hotels and distribute through supermarkets and their own cafes.

Throughout Canada, fresh products are in great demand and for this reason bakery products tend to be baked locally. The large mass production bakeries are working to provide value added products to a variety of outlets in order to break into this market segment. These products tend to be cheaper than the local bakery quality products for which there is a consumer preference.

## DISTRIBUTION OF FROZEN BAKED PRODUCTS

The major users of frozen, ready-made products are “in-store” bakeries, retail bakeries, food service operations, institutions, and supermarkets. Deliveries range from local companies serving the local clientele to major factories delivering to brokers/distributors to be sold province-wide, across Canada, the United States and abroad.

## **PRICING AND MARKUPS**

### **QUEBEC AND ONTARIO**

The average markup at the distribution stage is about 7.5% in the bakery industry. A percentage of sales also is received by the “out of town” distributors (12% - 25%), and the local drivers (8% - 12%), or franchise drivers (25% +). The variation will fluctuate based on the company, the delivery point and the volume. The average markup at the retail level will vary depending on purchasing power, the type of bakery product, and the number of delivery locations. The markup range could be anywhere from 12% to 30%.

### **ALBERTA**

The typical markup in the Alberta distribution system is 10 to 12% on the first level of distribution and up to 20% on the second level.

### **BRITISH COLUMBIA**

The typical markup at each stage in the distribution system is 10-20%. Pricing for local products are generally cheaper than pricing for imported products.

## **PACKAGING AND LABELLING**

The Canadian Food Inspection Agency (CFIA) has developed a system of labelling, the “Single Access Food Labelling Service”. Due to the complexities and regulations surrounding this issue, see attached are reference sheets from the CFIA listing agency offices, general categories of requirements and an order form for the Guide to Food Labelling and Advertising.

It is recommended that the CFIA be contacted to pursue issues pertaining to this topic, to ensure that the appropriate procedures and points are followed. A complete label assessment takes approximately two weeks.

Listed below are several requirements for packaging of imported products and their respective labels:

- All labels must contain both French and English, in a minimum type size as specified
- Must contain common product name
- Include list of ingredients
- Indicate all net quantities in metric
- Indicate the durable shelf life - if 90 days or less

Must conform to standard package sizes as directed in regulations

Should include company name and address

Should include country of origin

## **MARKETING, PROMOTIONS AND PROFITABILITY**

The following points are recommended to promote baked goods in Canada:

Create a sound business plan that includes marketing as a key aspect to establish product in market. A sound business and marketing plan is essential to establishing your product. Work with a well established agent or broker who will educate you on the Canadian market. Stay informed and up-to-date with your market.

Educate the end users to expand the market (work with your broker/agent): offer technical service, staff training and promotional items such as posters, ice scrapers, hats, donut sticks and other useful promotional materials to customers. These are constant reminders of the existence of your company and the advantages of your products.

Provide small samples to wholesale and retail bakeries. Be sure to follow up to see the results. If bakers don't find it useful, reconsider the distribution of that particular product. Question performance of product.

Demonstrate how the completed product can be merchandised in the store.

Plan for regular sales promotions and coupons.

Highlight products on menu boards and tent cards in restaurants.

In-store demonstrations that provide taste samplings, brochures and recipe ideas are an excellent way to reach end consumers that are always looking for new food ideas.

Constantly upgrade technical knowledge, skills (and equipment, if necessary) to keep up with market demands. This may mean increasing staff on a short term basis and investing in equipment on a long term basis, to ensure profitability.

Be prepared to meet the demands of your target market.

## **BAKING ASSOCIATIONS AND INDUSTRY EVENTS**

Keeping up-to-date with the latest trends and familiarizing yourself with the market are crucial to survival in today's changing food industries. Trade shows offer a perfect opportunity to get acquainted with these trends and to introduce your product to a maximum number of people in a minimum amount of time. It offers opportunities for buyers to learn about your products and services, exactly how they can improve their profitability, and enabling them to make informed purchasing decisions.

**BAKERY SHOWCASE '2000:** (April 30-May 2, 2000)

This is Canada's largest bakery trade show, a great opportunity for in-depth overview of what is going on in the bakery industry today. Bakery Showcase 2000 is produced by the Baking Association of Canada.

For information: (905) 405-0288; Toll Free in the U.S. and Canada 1-888-674-BAKE (2253)

Fax: (905)405-0993;

[www.bakingassoccanada.com](http://www.bakingassoccanada.com)

**BAKING ASSOCIATION OF CANADA**

7895 Tranmere Dr., Ste. 202, Mississauga, Ont. L5S 2V9

(905)405-0288, Fx: (905)405-0993

Paul Hetherington, President



Products: unbaked frozen croissants, Danish, puff pastry, turnovers, strudels, muffins, breads and rolls; frozen baked coffee cakes, flat bread, muffins, pita bread, bagels

Major Customers: retail groups, independent retail stores, food service industry

Ready Bake (division of Weston's), Mississauga, Ontario

Distribution throughout Canada

Products: unbaked frozen breads, rolls, pies; frozen baked sweet goods, cakes, pies, and specialty items

Major Customers: in-store bakeries, food service operations

Backerhaus Veit Ltd., Woodbridge Ontario

Distribution to Canada and U.S. (fresh product to Southern Ontario)

Products: frozen par-baked and raw-dough, multi-grain, sourdough and savory breads, baguettes and rolls, tarts

Major Customers: Detail food chains, food service operations

Rich's Products, Fort Erie, Ontario

Distribution to Canada

Products: assorted frozen breads, rolls, Danish, sweet-goods, cookies, muffins, bagels, croissant rolls, pastry, pie shells, doughnuts, whip topping, icing, filling, cakes, pies, par-baked breads, rolls, pizza dough (dough balls, sheeted dough, par-baked)

Major Customers: In-store food bakeries, retail bakeries, hotels, restaurants, delicatessen stores, etc.

Carole's Cheesecake, Toronto, Ontario

Distribution to Canada

Products: premium frozen cheesecakes, cakes, pies, tortes

Major Customers: hotels, restaurants, cruise ships, airlines, railroads, food stores, foodservice distributors, caterers, institutions, private label, co-packing.

European Cheesecake, Etobicoke, Ontario

Distribution to Canada and U.S.

Product: frozen baked pre-portioned cheesecakes, cakes and pies

Pfalzgraf Patisserie, Barrie, Ontario

Distribution to Canada and U.S.

Products: frozen gourmet cakes and tortes

Major Customers: independent and in-store bakeries, retail stores, food service

#### Muffins & Cookies

CSP Foods- Saskatoon, Sask.

Distribution to Canada

Products: frozen muffins, cookies, croissants, tart and pie shells, whip toppings, frozen fruit, lady fingers, dessert shells

Major Customers: in-store and retail bakeries, frozen dough and cookie plants and distributors

English Bay Batter Inc., Mississauga Ontario

Distribution to Canada, U.S. and Australia

Products: frozen, baked and unbaked gourmet cookie dough and muffin batter

Major Customers: Wholesalers, in-store bakeries, supermarket chains, food service, institutions, fund raisers

Gourmet Baker, Toronto and Burnaby, BC.

Distribution to Canada and U.S.

Products: frozen baked and unbaked croissants, unbaked Danish books and pastries, puff pastry, strudel, turnovers, eccle cakes; muffin batters, baked and unbaked cinnamon buns, baked cake layers, tortes, nanaimo bars, sheet cakes, pies, cakes

Major Customers: In-store or retail bakeries, food service

Heinz Bakery Products, Mississauga, Ontario

Distribution to Canada

Products: frozen croissants, Danish, cookies, cinnamon buns, puff pastry, muffin batters

Major Customers: in-stores bakeries, retail bakeries, hotels, restaurants, delicatessen stores, fast food outlets and other food service outlets

La Maison Du Croissant Ltd., Toronto, Ontario

Distribution to Canada and U.S.

Products: frozen, ready to bake croissants, turnovers, Danish pizza sheets, puff dough sheets, cookies, muffins

Major Customers: in-store bakeries, hotels, restaurants, delicatessens, institutions, cake and doughnut shops

Le Bon Croissant, Toronto, Ontario

Distribution to Canada and U.S.

Products: frozen and frozen baked baguettes, garlic and ethnic breads, croissants, puff pastry, Danish, dinner rolls, muffins, puff pastries, strudels

Major Customers: all major distributor's in Ontario and Canada, hotel retail bakeries, restaurants, delicatessen, stores, cafeterias

Lentia Enterprises Ltd, Mississauga, Ontario and Vancouver, British Columbia

Distribution to Canada

Products: mixes, but primarily breads in progress, pre-proofed pure butter croissants, puff pastry, Danish

Major Customers: in-store and retail bakeries, major hotels, restaurants, caterers

#### Muffin & Cookie Mixes

Quaker Food Service, Peterborough, Ontario

Distribution to Canada

Products: frozen muffin batters, par-baked bagels, baking mixes

Major Customers: in-store bakeries, QSR chains, hotels, restaurants, contact feeders

Coby's Cookies, Downsview, Ontario

Distribution to Canada and U.S.

Products: frozen unbaked muffin batter, cookie dough and brownie batter, thaw and sell muffins, frozen tea biscuits, thaw and sell slab/sheet cakes, thaw and sell tea biscuits, thaw and sell soufflés

Major Customers: food service companies, hotels, restaurants, in-store bakeries, retail stores, hospitals, nursing homes

Alberta

Many of Alberta's major suppliers are seen throughout Canada. They are as follows:

CSP Foods

Dempsters (national)

Denmark - variety of brands importing, Danish, Croissants

Dough Delight

Federated Co-operatives (provincial)

Germany - a variety of brands featuring breads and sweet baked goods

Gourmet Baker

Puratos, Holland - primarily bread based products, bagel mixes

Kirkland Signature (Price-Costco's national label)

MacGavin (primarily Western Canada)

Ready Bake

Rich's (national)

Robin Hood Multifoods (national)

24th Avenue Pie Company

Silver Hills Bakery (from BC)

Weston (national)

British Columbia

The major B.C. domestic brands of products are supplied by:

Kirkland & Rose (Richmond, B.C.)

Rogers Foods (Surrey, B.C.)

Monarch (Burnaby, B.C.)

Robin Hood Multifoods Inc. (Markham, Ontario)

Baker Boy (Surrey, B.C.)

Nunweiler's Flour Co. (Penticton, B.C.)

Snowcap Enterprises (Richmond, B.C.)

CSP (Montreal)

Golden Valley (Abbotsford, B.C.).

Major Foreign Brands

Kessko (Germany);

Oetker (Germany);

Hong Mei (China);

Puratos (Germany);

Callebaut (Belgium);

Belcolade (Belgium); and  
Cacao Barry (France).

## **APPENDIX B: BAKERY INDUSTRY FRANCHISES**

### **BAKEWORKS/BAGELWORKS BAKERY**

Bagels Franchise Inc.  
439 Spadina Rd., #303, Toronto, Ont.  
Brian Longmore, Chief Franchiser  
(416)322-6613

### **BLENZ COFFEE**

Blenz The Canadian Coffee Company Ltd.  
300-535 Thurlow St., Vancouver BC  
Mark Zahodnik, Manager  
(604)682-2995

### **COMPANY'S COMING BAKERY CAFE**

Comac Food Group In.  
440-1121 Centre Street North, Calgary, AB T2E 7K6  
Franchise Development Manager  
(403)230-1151

### **GRABBAJABBA**

Comac Food Group Inc., 440-1121 Centre St. N., Calgary, Alta. T2E 7K6  
Franchise Development Manager  
(403)230-1151

### **MICHEL'S BAGUETTE**

Mmmuffins Canada Corporation  
3300 Bloor St., Ste. 2900, Etobicoke, Ont. M8X 2X3  
Ken Monteith, Dir. of Operations  
(416)236-0055

### **THE GOURMETCUP/SHEFIELD GOURMET**

The Gourmet Cup Foods Ltd.  
P.O. Box 490, Abbotsford, BC V2S 5Z5  
Wolfgang Lehmann, President  
(604)852-8771

### **THE GREAT CANADIAN BAGEL**

8 Beamish Drive, Toronto, Ont. M9B 3P3

Whitney Ashby, Franchising & Leasing Co-ordinator;  
Chris Hudson, Franchising & Development, Western Canada

**TREATS**

Treats International, 418 Preston Street, Ottawa, Ont. K1S 4N2  
(613)563-4073 Shirley Adams, Franchise Relations Communications

**PREMIERE MOISSON**

189 Harwood Bd, Vaudreuil-Dorion  
(514)455-2827

**BOULANGERIE AU PAIN DORE LTEE**

6850 Marquette, Montreal  
(514)728-5418

**APPENDIX C: CANADIAN BAKERY BROKERS AND BRANDS**

**ONTARIO BROKERS & BRANDS**

**SOUTHWESTERN ONTARIO**

Non-CFBA Member\*

Upper Canada Food Sales & Marketing Ltd.,  
101 Holiday Inn Dr., #202B, Cambridge, N3C 1O3  
Garthe Evans, President; Andy Lang, VP & GM; Ihor Lotocky, Manager  
(519)220-0050; FX: (519)725-5748; E-mail: [ucfsmltd@aol.com](mailto:ucfsmltd@aol.com)

AUNT JEMIMA Pancake Mix, Waffles  
ATKINS Cheese Cake, Pies  
ORONOQUE ORCHARDS Pie Crust  
STONEMILL Specialty Breads

**EASTERN ONTARIO**

CFBA Members\*\*

A.J. Fournier Limited  
1423 Startup Rd., Gloucester, Ont. K1B 3W5  
Robert Brisebois, President, A.J. Fournier, Chairman & CEO; Leo Tauvette, Sales Mg.  
(613)748-7340; Fx: (613)749-6510; E-mail: 74013.3420@compuserve.com

RICH'S Bake-Off Products, Pastry  
SWISS PASTRIES Bread, Pastry

Cape Marketing Enterprises Ltd.  
2212 Gladwin Cres., Unit E9, Ottawa, Ont. K1B 5N1  
Rene Melancon, President  
(613)733-8237; Fx: (613)733-6161  
BOCCONCINO FOODS Pizza Bagels

H.D. Marshall Ltd.  
17 Fitzgerald Rd., Unit 103, Nepean, Ont. K2H 9G1  
David Hobson  
(613)721-1289; Fx: (613)721-9521; E-mail: hdmarshall@Iags.net  
MCCORMICKS Crackers  
NIFTY Cookies, Crackers  
REAL Cookies, Crackers  
SARDO Biscuits  
TASTE DELIGHT Cookies, Crackers

J & J Sales Food Broker/Carol Boucher Enterprise  
2570 Edinburg Place, #1, Ottawa, Ont. K1B 5M1  
Jacques Lalonde, President; Jeff Schneider, Vice President  
(613)744-1049; Fx: (613)744-8175; E-mail: jeffschneider1@compuserve.com  
COLONIAL Cookies

TORONTO  
CFBA Members

A.S. May & Company Ltd.  
2475 Skymark Ave., Unit 1, Mississauga, Ont., L4W 4Y6  
Mike Marotta, Dir., Sales & Marketing; David Cardy, President; Dave Patterson, Exec. V-P  
(905)625-9306; Fx: (905)625-9413  
LITTLE ANGEL Pudding Cakes

Bidcor Sales & Marketing  
2785 Skymark Ave., Unit 14, Mississauga, Ont. L4W 4Y3  
Ross Howard, V-P, Retail; Rick Tetreault, Pres.  
(905)629-2354; Fx: (905)624-5329; E-mail: howar@mrrm.ca  
*Calls Weekly On:* Grocery HO, Grocery Retail, Food Service HO, Food Service Users, Club

Stores, Mass Merchandisers, Industrial, C Store Retail  
J & J Cookies  
PABLO & PEPE Taco Shells

ETF Sales & Marketing  
P.O. Box 512, Streetsville, Ont. L5M 2C1  
Ted Flanagan, President  
(905)877-7092; Fx: (905)877-7594  
*Calls Monthly On:* Grocery HO, Grocery Retail, Food Service HO and users, Club Stores,  
Mass Merchandisers, Industrial  
HASCO Frozen Desserts

Futura Food Sales & Marketing Ltd.  
10 West Pearce St., Unit 4, Richmond Hill, Ont. L4B 1B6  
Larry Rozak, President; Frank Aulino, V-P; Jim Plomer, V-P  
(905)882-8816; Fx: (905)882-9788  
*Calls Bi-Weekly On:* Grocery HO and Retail, Drug HO, Club Stores, Mass Merchandisers, C  
Store Retail,  
Dollar Stores  
ACT II Rice Cakes

McCormack Bourrie Sales & Marketing  
1080 Tristar Drive, Unit 3, Mississauga, Ont. L5T 1P1  
John McCormack; Paul Bourrie; (McCormack & Bourrie are partners)  
(905)670-3663; Fx: (905)670-2277  
*Calls On:* Grocery HO, Food Service HO and Users, Club Stores, Confectionary Wholesale,  
Specialty Retailers, C Store Retail  
LE BON CROISSANT

Premcorp Sales & Marketing Ltd. (Ontario and Quebec)  
315 Traders Blvd. E., Unit 4, Mississauga, Ont. L4Z 2E5  
Lindsay Weatherdon, Pres. ; Wayne McLaughlin, V-P; Contact: Connie Rowley  
(905)507-0403; Fx: (905)507-1646; E-mail: crowley@premcoprsales.com  
*Calls Bi-Weekly (2-3 Weeks) On:* Grocery HO and Retail, Drug HO and Retail, Food Service  
HO and Users, Club Stores, Mass Merchandisers, Industrial, Confectionary Wholesale  
SARA LEE Cakes, Donuts, Pastry, Pies, Swiss Rolls, Cheese Cakes, Frozen Desserts  
LIFESTREAM frozen Waffles  
PRIVATE LABEL Waffles, Pancake Mix

R.H. Sulker Sales Ltd. (Ontario plus Major Chain Headquarters across Canada)  
4220 Steeles Ave. W., Units 12 & 13, Woodbridge, Ont. L4L 3S8  
Richard Sulker, Pres., Rick Klacza, V-P; Gord Marshall, Retail; Bob Horniblow, Susan  
Horniblow, Foodservice  
(905)856-2808; Fx: (905)856-5653; E-mail: sulker@bconnex.net  
Calls On: Grocery HO, Drug HO, Food Service HO and Users, Club Stores, Mass  
Merchandisers, Industrial  
PRIVATE LABEL Cheese Cake

Stanley Boigon Marketing Inc.  
10212 Yonge St., Ste. 201, Richmond Hill, Ont. L4C 3B6  
Stanley Boigon, President  
(905)737-1304; Fx: (905)737-6829; E-mail: sbm8@compuserve.com  
PRIVATE LABEL Biscuits, Cookies, Crackers  
CHEF ELMER Waffles

Thomas, Large & Singer Inc.  
40 Emblem Court, Toronto, Ont. M1S 1B1  
Peter D. Singer, Pres.; Roman Konopud, Retail; Henry Quinn, Exec. V.P. Food Service  
(416)291-9931; Fx: (416)291-9096; Website: www.thomaslargesinger.com  
MRS. SMITH'S Pies  
RICH'S Bake-Off Products  
SHIRRIFF Pie Crust  
KOZY SHACK Dessert Cakes  
TURF Cheese Cake

Trimark Sales & Marketing  
10 Lawlor Ave., Unit 2, Toronto, M4E 3L7  
Richard Sabourin, Pres., Karen McCarrol, V-P  
(416)698-0194; Fx: (416)698-8172; E-Mail: trimark@echo-on.net  
TETI BRAND Pizza Crust

Non-CFBA Members  
A. Penny Sales Co.  
2405 Lucknow Dr., Mississauga, L5S 1H9  
John Penny, Pres.; John Pannozzo, GM; Jim Douglas, Dir., Sales & Marketing  
(905)678-9250; Fx: (905)678-0733; E-mail: jpenny@yesic.com  
BAGEL TRADITIONAL

Ashley-Koffman Foods

6030 Freemont Blvd., Mississauga, Ont. L5R 3X4

Michael Orlander, Chair. & CEO; Ron Sadler, Exec.V-P & COO; James R. Wolch, VP

Marketing, Non-Perishables; Steve Shuta, VP, Sales

(905)507-6161; Fx: (905)507-2727

CARR'S CRACKERS

DELACRE Cookies

EURO PATISSERIE Cookies

KAMBLY Biscuits

MCVITIE'S DIGESTIVE Biscuits

MCVITIE'S HOB-NOBS Biscuits

MCVITIE'S TUC Crackers

ROCKY MOUNTAIN GOLD Rice Cakes

SOMETHING SPECIAL Croustades

WALKERS Biscuits

WASA Crisp Bread

KEEBLER Pie Crust

WALKERS Seasonal Cakes, Shortbread

RUBSCHLAGER Deli Bread

B.K. Sethi Marketing Ltd.

211 Finchdene Square, Scarborough, Ont. M1X 1B9

B.K. Sethi, Pres.; G.K. Sethi, V-P; Pritee Sethi, Dir. Marketing

(416)299-5741; Fx: (416)299-6706

EXCELSIOR Crackers

GARDEN Cookies, Wafers

INDIA HOUSE Naan Bread

BEC Trading Company (represent Ontario, Quebec, and Atlantic Provinces)

40 Engelhard Drive, #13, Aurora, Ont. L4G 6X6

Brian Dodson, Pres.; Chuck Cundari, V-P

(905)727-4366; Fx: (905)727-1774

HEALTH VALLEY Biscuits, Cookies, Crackers

DAN CAKES Cakes

FIFTY 50 FOODS Diabetic Cookies

LAMB'S Turnovers

PIDY Tart Shells

(Represent numerous prestigious brands in associated with health foods market successfully

listing Lundberg Farms, Casbah Foods, etc. in major chains - have extensive sales staff and established contacts within all major grocery chains as well as health food chains.)

Elco Fine Foods

40 West Beaver Creek Road, Richmond Hill, Ont. L4B 1G5

Ulrich Winkler, Vice-Chair.; Moe Cussen, Pres.; Chris Donegan, Sales Manager  
(905)731-7337; Fx: (905)731-2391

ANNAS Biscuits  
BARBER Crackers  
FINN CRISP Crisp Bread  
FREITAG Cookies  
POELL Mini Toasts  
PURITY Biscuits  
SESMARK Crackers  
SILJANS Croustades  
RUHRTALER Bread, Rye Bread  
DELBA Breads, Rye Bread

Holtzheuser Brothers Ltd.

40 West Beaver Creek Road, Richmond Hill, Ont., L4B 1G5

Moe Cussen, Pres. & GM  
(905)707-7071; Fx: (905)707-7076

BRINK Biscuits  
HILLE Rusks  
PALLY Biscuits  
RIPENSA Biscuits  
SAN ESU Crackers

ID Foods Corporation (Head Office Laval, Quebec)

2585 Skymark Ave., Ste. 300, Mississauga, Ont. L4W 4L5

Leo Meyer, GM  
(905)625-1331; Fx: (905)625-1393

BAHLSSEN Biscuits  
HAIKU Rice Crackers  
KAVLI Crisp Bread  
LU Biscuits  
OLOF Cookies  
RYVITA Crisp Bread  
SILJANS Croustades

Jan K. Overweel Limited  
7050 Weston Rd., Suite 200, Woodbridge, L4L 8G7  
J.K. Overweel, Chair.; Ken Mackenzie, Gen. Mgr.  
(905)850-9010; Fx: (905)850-9277; E-mail: JKO@globalserve.net  
COSTA Crackers

Michael Theodor Brokerage, Inc. (Head Office, Vancouver)  
Janet Tobey, Sales Rep.  
2531 Lakeshore Blvd. W., #212, Etobicoke, Ont. M8V 1E7  
(416)255-7831; Fx: (416)255-5091  
LADY J Cookies  
WAFFLE HEAVEN Waffles

Morris National Inc.  
100 Jacob Keffer Parkway, Concord, Ont., L4K 4W3  
Mabel Miller, Off. Mgr.; Jean Pierre Lefebvre, Exec. V-P, Sales  
(905)879-7777; Fx: (905)879-0407; E-mail: morristor@compuserve.com  
AUSTIN Crackers  
GARDEIL BOUDOIRS Cookies  
PIROUWAFER Cookies, Wafers  
STIZI

Pathfinder Foods Inc.  
14-9446 McLaughlin Rd. N., Brampton, Ont. L6X 4H9  
Barry Stadius, President  
(905)454-2696; Fx: (905)452-1660  
I LAN Rice Crackers

Progressive Food Sales Inc.  
170 Ambassador Drive, Unit 14, Mississauga, Ont. L5T 2H9  
Clare Kirkwood, Pres.  
(905)564-0400; Fx: (905)564-8196  
LA BISCOTTE Rice Cakes  
OSEM Tea Biscuits

Qualifirst Foods Ltd.  
40 Ronson Drive, Unit 4, Toronto, Ont. M9W 1B3  
Yves M. Farges, Pres.; Raymond Martin, Operations Manager  
(416)244-1177; Fx: (416)244-1737; E-mail: raymartin@qualifirst.com

JULES DESTROOPER Biscuits

DUBOIS Wafers

ROKA Bread Sticks, Cheese Crispies, Chili Sticks, Cumin Cheese Biscuits and Gouda

R. Becker Marketing & Sales Limited

Unit 360, 370 Deerhide Cres., North York, M9M 2Y6

Rose Becker, President

(416)740-2966; Fx: (416)740-9890; E-mail: rosebeck@netcom.ca

AWREY Cakes

HEIDI'S FINE DESSERTS

ELLIOTS Ruggalach

BRIDGFORD Mini Loaves

HOMESTYLE Butter Tarts, Cinnamon Buns, Tea Biscuits

JUNO CHEFS Frozen Pancakes

SWEET-EASE Cereal Squares

ICE CREAM UNLIMITED Dessert Cakes, Ice Cream Cakes

MISSION Taco Shells, Tortilla Wraps

PROOF PERFECT Pizza Crust

Rachel's Gourmet Snacks (Div. of Triple-C-Inc)

Head Office, 8 Burford Road, Hamilton, Ont. L8E 5B1

Jack Scholtens, Pres.; Robert Daley, V-P Sales & Marketing; John Rekrut, Controller

(905)573-7764; Fx: (905)573-7877

KOOKY CHEW Cookies

T. McConnell Sales & Marketing Ltd.

70 West Beaver Creek Rd., Ste. 204, Richmond Hill, Ont. L4B 3B2

G. McConnell, Pres.; A. Wallace, V-P, Private Label; Kim Rivett, Sales Manager

(905)771-7300; Fx: (905)771-7304

DAVID GLASS Dessert Cakes

BRIDOR Croissants

T.P. Gardhouse Sales Ltd.

268 Lakeshore Rd. E., Mississauga, Ont. L5G 1H1

Tim Gardhouse, President

(905)274-4667; Fx: (905)271-4522

SOLO Cookies, Crackers, Wafers

Terry Ward Agencies Inc.

1A Conestoga Drive, Ste. 101, Brampton, Ont. L6Z 4N5  
Terry Ward, Pres.; Darren Ward, V-P  
(905)846-2000; Fx: (905)846-2006  
KAMI Rice Crackers

TFB & Associates Limited  
600 Alden Road, Ste. 102, Markham, Ont. L3R 0E7  
Bob Riddell, V-P Sales, Specialty Foods  
(905)940-0889; Fx: (905)940-0913  
JACOBS Biscuits, Crackers  
EMPWRIGHT Biscuits, Cookies, Crackers  
SIMMERS Biscuits  
DEANS Shortbread  
STOCKAN & GARDENS Oatcakes  
WHITWORTHS Yorkshire Pudding Mix

Triple-C-Inc.  
8 Burford Road, Hamilton, Ont. L8E 5B1  
Jack Scholtens, Pres.; Harry Scholtens, V-P Sales & Marketing; John Rekrut, Controller  
(905)573-7900; Fx: (905)573-7877  
DARE biscuits

Wilton Canada  
98 Carrier Drive, Etobicoke, M9W 5R1  
J. Kaell, Pres  
(416)679-0790; Fx: (416)679-0798  
DECORATOR'S PREFERRED Gingerbread Cookies

Worldwide Food Distributors  
300 Steeprock Drive, North York, M3J 2W9  
Marshall Usher, Pres.; Mary Lou Brosseau, Sales Manager  
(416)630-8400; Fx: (416)630-8585  
ELITE SELECTION Cookies  
KID'S CHOICE Cookies  
PRIDE OF THE WORLD Pancake Mix

Many of the following brands are available in Ontario but are not listed as Broker sold.

BISCUITS, COOKIES and CRACKERS

BITE LIFE Crackers  
BRETON Crackers  
BRITL Crisp Bread  
LECLERC Biscuits, Cookies  
CHATHAM VILLAGE Crisp Bread  
DERUITER Cookies  
DORCHESTER Biscuits  
DRIEHOEK Biscuits  
EMMA Biscuits, Cookies  
ENGLISH BAY Cookies  
GARDHOUSE Biscuits  
HAMILTON Crackers  
HUNTLEY & PALMER Biscuits  
LA DOLCE VITA Biscuits  
MANISCHEWITZ Kosher Cookies & Crackers  
OLD LONDON Melba Toast  
OTIS SPUNKMEYER Frozen Cookies  
ORVILLE REDENBACHER Popcorn Cakes  
P&P BISCUITS Cookies (All Natural)  
PRIMO Cookies  
ROKEACH Crackers  
SEPP'S Cookies  
STREIT Cookies  
UNICO Biscuits  
VANDERMEULEN Biscuits, Rusks  
VIKING CRISP Crisp Bread

SWEET BAKED GOODS - non yeast

BEVERLEY'S Butter Tarts  
FINE POINTE Tarts  
DOUGH DELIGHT Coffee Cake, Danish, Fruit  
EMMA Cakes Trellis, Scones, Strudel, Turnovers  
GOLDEN GIRL Christmas Cake, Plum Pudding  
GOURMET BAKER Cakes, Muffins, Pies  
HASCO Pastry  
J. SUNRISE Cakes  
ORIGINAL CAKERIE Cakes & Cheesecakes

PILLSBURY Croissants, Turnovers  
PRIVATE LABEL Cakes  
READY BAKE Donuts, Froxen Bakes Goods  
SELECTION Cakes Muffins, Pastry  
SPECIAL D Apple Fritters, Donuts  
TOASTER STRUDELS  
SWEET STREET Cakes, Pies, Squares  
TENDER FLAKE Pie Crust  
MAXS Donuts, Tarts  
ELI'S Cheeses Cakes  
LAMBERT Cake Log  
MARK-CREST Crepes  
MARS Dessert Cakes  
SNICKERS Dessert Cakes

#### YEAST BREADS

VANDERMEULEN Rye Bread  
SALLOUM Pita Bread  
READY BAKE Bagels, Bread, Donuts, Frozen Baked Goods, Muffins, Pastry  
PILLSBURY Croissants, Pizza Crust, Turnovers  
LE NATUREL Pita Bread  
LENDERS Bagels  
MANISCHEWITZ Kosher Bagels  
GOODNESS YES Pizza Crust  
DOUGH DELIGHT Bagels, Coffee Cake, Croissants, Danish, Fruit Trellis, Italian Bread  
Pita Bread, Pizza Crust, Scones, Strudel, Turnovers  
DAVINCI Pizza Crust  
DEMPSTERS HARVEST HEARTH Baguettes, Batards, Bread, Dinner Rolls

#### OTHER BAKED GOODS & MIXES - Non-yeast

OLD EL PASO Taco Shells  
EVEREST Taco Shells, Tortilla Wraps  
GOLDEN DIPT Pancake Mix  
PARISCO Belgium Waffles  
QUAKER Pancake Mix  
SNACKERY Pancake Mix  
STREIT Pancake Mix

\* Non-Member of the Canadian Food Brokers Association (CFBA)

\*\*Member of the Canadian Food Brokers Association (CFBA)

## QUEBEC BROKERS & BRANDS

MONTREAL

CFBA MEMBERS

Belgo International (Quebec and Ottawa, Ont./Hull Que. Valley)

1700 Boul. Lionel Bertrand, Boisbriand J7H 1N7

Danny Bellas, Executive Vice-President, New Products

(450)435-1000; Fx: (450)435-1763; E-mail: dbellas@belgointernational.com

Calls Bi-Weekly on: Grocery HO and Retail, Drug HO and Retail, Food Service HO and Users, Club Stores, Mass Merchandisers, Specialty Retailer, C Store Retail

PARISCO Belgium Waffles

ID Foods Corporation (National)

1800 Autoroute Laval, Laval, H7S 2E7

Philip Issenman, President

(450)687-2680; Fx: (450)682-4797

Calls Weekly on: Grocery HO and Retail, Drug HO and Retail, Food Service HO and Users, Club Stores, Mass Merchandisers, Specialty Retailer, Health Food Outlets, C Store Retail

BAHLESEN Biscuits

HAIKU Rice Crackers

JACOBS Biscuits, Crackers

KAVLI Crisp Bread

LU Biscuits

OLOF Cookie

RYVITA Crisp Bread

SILJANS Croustades

Madison Avenue Retail Brands Inc. (Private Label-Canada, National Brand-Quebec)

700 Bord du Lac, Dorval, Que. H9S 2B8

Bruce Blyth, President

(514)631-2795 Fx: (514)631-5795; E-mail: madisona@colba.net

Calls Weekly on: Grocery HO and Retail, Drug HO and Retail, Food Service HO, Club Stores, Mass Merchandisers

PRIVATE LABEL Biscuits, Cookies, Crackers, Cakes, Cheese Cake

SARDO Biscuits

Pierre Dubois & Associate Inc.  
7575 Trans-Canada Highway, Ste. 500, St. Laurent, H4T 1V6  
Pierre Dubois, President  
(514)745-5533; Fx: (514)745-2526  
Calls on: Grocery HO and Drug HO  
PRIVATE LABEL Cheese Cake

Post Inc. Brokers (Quebec prairie and Labrador)  
2615 Van Horne Avenue, Ste. 202, Montreal, H3S 1P7  
Jeffrey Post, President  
Cdn. Master Brokers in Food Service, HRI only  
(514)738-4477; Fx: (514)738-3223; Website: www.postinc.com  
Calls on: Drug HO, Food Service HO and Users, Club Stores, Confectionery Wholesale, C  
Store HO, HRI Specialists  
ENGLISH BAY Cookies  
HASCO Pastry  
LE NATUREL Pita Bread

Prestige Sales Inc. (National)  
50 Place Cremazie West, Ste. 1022, Montreal, H2P 2T7  
Michael Korenberg, Exec. V-P; Mary Vignone  
(514)381-8815; Fx: (514)381-0844  
Calls on: Drug HO, Food Service HO, Club Stores, Mass Merchandisers  
PRIVATE LABEL Biscuits, Cookies, Crackers, Waffles, Pancake Mix

Quali-Snack Inc.  
6402 Trans-Canada Highway, St. Laurent, H4T 1X4  
Albert Boucher, President  
(514)344-5252; Fx: (514)344-5144  
Calls Weekly on: Grocery HO and Retail, Drug HO and Retail, Food Service HO, Club Stores,  
Mass Merchandisers, Industrial, Confectionery Wholesale, Health Food Outlets, C Store Retail  
CHATHAM VILLAGE Crisp Bread

Non CFBA Members

Ashley-Koffman Foods  
6605 Boul. Thimens, St. Laurent, H4S 1W2 (Head Office, Mississauga, Ont.)  
Giovanni Qualizza, Quebec Sales Manager  
(514)333-3343; Fx: (514)333-3990

CARR'S CRACKERS  
DELACRE Cookies  
EURO PATISSERIE Cookies  
KAMBLY Biscuits  
MCVITIE'S DIGESTIVE Biscuits  
MCVITIE'S HOB-NOBS Biscuits  
MCVITIE'S TUC Crackers  
ROCKY MOUNTAIN GOLD Rice Cakes  
SOMETHING SPECIAL Croustades  
RUBSCHLAGER Deli Bread  
WALKERS Biscuits, Seasonal Cakes, Shortbread  
WASA Crisp Bread  
KEEBLER Pie Crust

Askwith & Associates

St-Laurent, Quebec Branch Office; Head Office Oshawa, Ontario  
Suite 212, 516 Canonberry Crt., Oshawa, Ontario, L1G 1Z  
(514)748-1151; Fx: (514)748-8377  
CHEZ DE PREZ Cheese Cake

B.K. Sethi Marketing Ltd.

155 Rue Beaubien St. West, Montreal, H2V 1C5  
Send to Head Office – 211 Finchdene Square, Scarborough, Ont., M1X 1B9  
(416)299-5741 (Ontario phone number)  
EXCELSIOR Crackers  
GARDEN Cookies, Wafers  
INDIA HOUSE Naan Bread

CenProSpec Sales Inc.

1132 rue des Pinsons, Boucherville, J4B 6H1  
J.C. Guillotte, Pres.  
(450)655-2083; Fx: (450)655-1429; E-mail: cenprospec@videotron.ca  
LAMBERT Cake Log

Clark Drouin Lefebvre Inc.

1301 Gai-Lussac, Boucherville, Que., J4B 7K1  
Jean-Claude Boisvert, President; Yvan Normandeau, Partner Sales; Tim Clark, Sr. V-P; Pierre  
Taillebois, Partner Marketing  
(450)442-9660; Fx: (450)449-4977; E-mail: pierret@cdl.ca

LIFESTREAM Frozen Waffles

Elco Fine Foods Ltd.

6421 Abrams St., St. Laurent, H4S 1X9 (Head Office-Richmond Hill, Ontario)

Moe Cussen; Armando Stella

(514)335-2331; Fx: (514)856-1237

ANNAS Biscuits

BARBER Crackers

FREITAG Cookies

POELL Mini Toasts

PURITY Biscuit

SESMARK Crackers

SILJANS Croustades

DELBA Breads, Rye Bread

RUHRTALER Bread, Rye Bread

Impact Food Brokers Ltd.

145 Montee de Liesse, Ste. 3, Ville St. Laurent, H4T 1T9

Charles S. Tanguay, President

(514)737-2977; Fx: (514)737-9967

FINE POINTE Tarts

SELECTION Cakes

READY BAKE Bagels, Bread, Donuts, Frozen Baked Goods, Muffins, Pastry

Morris National Inc.

2235 Rue La Pierre, LaSalle, H8N 1B7 (Head Office-Concord, Ontario)

Gerry Morris, President

(514)368-1000; Fx: (514)368-3168

AUSTIN Crackers

GARDEIL BOUDOIRS Cookies

PIROUWAFER Cookies, Wafers

STIXI Cookies

National Importers Canada Ltee

100 Alexis-Nihon Boul., Ste. 918, St.Laurent, H4M 2P5 (Head Office-New Westminster, BC)

Casey Wust, V-P & COO; Gary McCLune, National Sales & Bus.Dev.Mgr; Michel Paradis, Quebec Sales Mgr.

(514)747-5957; Fx: (514)747-9204

I LAN Rice Crackers

Pieral Ltee

535, Samuel de Champlain, #230, Boucherville, J4B 6B6

Alain Hamel, President; Raymond Giroux, V-P

(450)655-1211; Fx: (450)655-6090

SEPP'S Cookies

Sanio Foods Ltd.

1730-55 Ave., Lachine, H8T 3J5

Peter S. Eusanio, President

(514)636-5142; Fx: (514)636-5958

DARE Biscuits

JUNO CHEFS Frozen Pancakes, Pancakes

BAGEL TRADITIONAL

DAVINCI Pizza Crust

SARA LEE Cakes, Donuts, Pastry, Pies, Swiss Rolls

MARK-CREST Crepes

Triple-C-Inc.

7493 Trans-Canada Hwy., Ste. 104, Ville St. Laurent, H4T 1T3 (Head Office-Hamilton, Ont.)

Louise Marion, Manager

(514)332-6265(Head Office Hamilton); Fx: (514)332-9631

DARE biscuits

## NORANDA REGION

Normand Turgeon

158, 21e Rue, Rouyn-Noranda, J9X 2N8

Normand Turgeon, President

(819)797-6657; Fx: (819)762-1391

LECLERC Biscuits, Cookies

PRIMO Cookies

## QUEBEC CITY REGION

Impact Food Brokers Inc.

1900, Place Cote, Ste. 105, Quebec City, G1N 3Y5 (Head Office-Ville St. Laurent)

(418)688-9441; Fx: (418)688-4678

FINE POINTE Tarts

SELECTION Cakes

READY BAKE Bagels, Bread, Donuts, Frozen Baked Goods, Muffins, Pastry

Please note, many of the broker sold brands listed in Ontario may not be broker sold in Quebec, but are still available in the market. Approximately 30% all products are broker sold nationwide.

## ALBERTA BROKERS & BRANDS

### CALGARY

#### CFBA Members

Allied Food Group

8-6020-11th St. SE, Calgary, T2H 2L7

Don Willcox, Terry Rae (Willcox & Rae are partners)

(403)253-5913 Fx: (403)258-0230

E-mail: afgcal@alliedfoodgroup.com

DELACRE Cookies

Cyba Stevens Management Group

#100, 3016-19th St. NE, Calgary, T2E 6Y9

Joanne Nadeau

(403)291-3288; Fx: (403)250-3374; E-mail: joannen@cybastevens.com

UNICO Biscuits

#### Non-CFBA Members

Ashley Koffman Foods

2600 – 61<sup>st</sup> Ave. SE, Calgary, T2C 4V2

(403)279-8998

(H.O. Mississauga, Ont.)

CARR'S CRACKERS

EURO PATISSERIE Cookies

KAMBLY Biscuits

KEEBLER Pie Crust

MANISCHEWITZ Kosher Cookies, Bagels, Biscuits, Crackers

MCVITIE'S HOB-NOBS Biscuits

MCVITIE'S DIGESTIVE

ROCKY MOUNTAIN GOLD Rice Cakes

ROKEACH Crackers

RUBSCHLAGER Deli Bread  
STREIT Cookies  
WALKERS Biscuits, Seasonal Cakes, Shortbread  
WASA Crisp Bread

B.K. Sethi Ltd.  
400-7015 MacLeod Trail S, Calgary, T2H 2K6 (H.O. Scarborough, Ont.)  
Brent Hallett, Pres.  
(403)254-2454 or (403)256-2463 E-mail: brenmaragency@home.com  
EXCELSIOR Crackers  
GARDEN Cookies, Wafers  
INDIA HOUSE Naan read

Binner Marketing & Sales Inc.  
162-5151 3rd St. SE, Calgary T2H 2X6  
Peter Iamartino  
(403)253-9466; Fx: (403)253-8426  
BEVERLEY'S Butter Tarts

Great Canadian Food Brokers  
3815 16th St. SE, Calgary T2G 4W5  
Hessel Kielstra, President; Jon O'Farrell, Manager  
(403)263-6396; Fx: (403)265-7347; E-mail: jon.ofarrell@telusplanet.net  
GARDEN Wafers

Holtzheuser Brothers Ltd.  
1320-40th Ave. NE, Calgary, T2E 6L1 (H.O. Richmond Hill, Ont.)  
Peter De Jong, Sales Mgr; E-mail: elco.cal@therockies.com  
(403)250-1932; Fx: (403)250-2028  
BRINK Biscuits  
HILLE Rusks  
PALLY Biscuits  
RIPENSA Biscuits  
SAN ESU Crackers

ID Foods Corporation  
7703-30th St. SE, Unit D, Calgary, T2C 1V4 (H.O. Laval, Que.)  
Doug Mettam, GM  
(403)236-7871; Fx: (403)236-7892

BAHLSSEN Biscuits  
HAIKU Rice Crackers  
JACOBS Biscuits, Crackers  
KAVLI Crisp Bread  
LU Biscuits  
OLOF Cookies  
RYVITA Crisp Bread  
SILJANS Croustades  
VIKING CRIPS Crisp Bread

Tees & Persse Brokerage Ltd.  
7-5885-51<sup>st</sup> St. SE, Calgary, T2C 3V2  
Jason Modin, GM  
(403)255-6776; Fx: (403)236-5538, E-mail: jasonm@tees-persse.com

DARE Biscuits  
AUNT JEMIMA Pancake Mix, Waffles  
QUAKER Pancake Mix  
SNACKERY Pancake Mix  
SPECIAL D Apple Fritters, Donuts

Mustang Food Brokerage Ltd.  
100, 6940 Fisher Rd. SE, Calgary, T2H 0W3  
Lyn Ward, Pres.; Audrey Galloway, Br. Mgr.  
(403)640-4292; Fx: (403)640-4298  
GOURMET BAKER Cakes, Muffins, Pies  
OTIS SPUNKMEYER Frozen Cookies

Network Sales (Alberta) Inc.  
2<sup>nd</sup> Floor, 6001-1A St. SW, Calgary, T2H 0G5  
Dale Gaehring, Pres. & GM; Darrell Gaehring, V.P.  
(403)259-8877; Fx: (403)259-8649; E-mail: gaehring@telusplanet.net  
HOMESTYLE Butter Tarts, Cinnamon Buns, Tea Biscuits

Pennine Marketing Ltd.  
222-5925 12th St. SE, Calgary, T2H 2M3 (H.O. Surrey, BC)  
Steve Swan, Sales Mgr., Alberta & Sask.  
(403)640-2696; Fx: (403)640-2695  
EVEREST Taco Shells, Tortilla Wraps  
RICH'S Bake-Off Products, Pastry

THE ORIGINAL CAKERIE Cakes

RBR Food Brokers Ltd.

808 Woodpark Way SW, Calgary, T2W 2V8

Ronald B. Carrick, GM; R. Reg Carrick, Sales Mgr.

(403)251-0755; Fx: (403)281-9210

DORCHESTER Biscuits

Triple-C-Inc.

3815-29th St. NE, Calgary, T1Y 6B5

Jerry Borst, Mgr.

(403)291-1105; Fx: (403)250-3362

DARE biscuits

Cyba Stevens Management Group

11708-167 St., Edmonton, T5M 3Z2

Shawn Brown; Wayne Klassen

(780)447-1163; Fx: (780)447-1173

UNICO Biscuits

Binner Marketing & Sales Inc.

126-10403-172nd St. NW, Edmonton, T5S 1K9

Bryan Elkie, Retail Sales Mgr.

(403)487-6726; Fx: (403)489-3513

BEVERLEY'S Butter Tarts

Jan K Overweel Ltd.

322 Maple Tree Way, Strathmore, T1P 1H9 (H.O. Toronto, Ont.)

D. Littlefair, Sales Rep.

(403)934-2085; Fx: (403)934-2085

COSTA Crackers

Tees & Persse Brokerage Ltd.

#17 Airport Rd., Edmonton, T5G 0W6

Wayne Modin, Pres. (don't want to be on a mailing list)

(780)447-1241; Fx: (780)447-1910

DARE biscuits

ORIGINAL CAKERIE Cakes, Cheese Cakes

SNACKERY Pancake Mix

SPECIAL D Apple Fritters, Donuts  
STREIT Pancake Mix

Mustang Food Brokerage Ltd.  
Unit 103, 13245-146th St., Edmonton , T5L 4F8  
Doug Petrie, Br. Mgr.; Joan Friesen, Key Acct. Mgr.  
(780)451-6228; Fx: (780)451-2106  
GOURMET BAKER Cakes, Muffins, Pies, Pastry  
O. SPUNKMEYER Frozen Cookies

Network Sales (Alberta) Inc.  
Suite 1, 12604-126<sup>th</sup> St., Edmonton, T5L 0X6  
Dale Gaehring, Pres & GM; Laurel Nay, Key Accts.  
(780)447-1626; Fx: (780)447-2421; E-mail: netsales@telusplanet.net  
HOMESTYLE Butter Tarts, Cinnamon Buns, Tea Biscuits

Pennine Marketing Ltd.  
#100-14615-124th Ave., Edmonton, T5L 3B2  
Rick Killin, Territory Mgr., N. Alberta  
(780)454-1919; Fx: (780)454-2021  
EVEREST Taco Shells, Tortilla Wraps  
RICH'S Bake-Off Products

## BRITISH COLUMBIA BROKERS & BRANDS

VANCOUVER AREA  
CFBA Members

Duffus Sales Ltd.  
#101, 657 Marine Dr., West Vancouver, V7T 1A4  
Barry Duffus, Pres.; Roger March, Foodservice Div. Mgr.  
(604)926-2102; Fx: (604)926-2529; Email: duffsale@direct.ca  
GARDHOUSE Biscuits  
SOLO Cookies, Crackers

NON-CFBA Members

Ashley-Koffman Foods  
11760 Machrina Way, Richmond, V7A 4V1; (H.O. Mississauga, Ont.)

Don Budnarchuk, B.C. Sales Mgr.; Paul Mitchell, VP Marketing, Perishables  
(604)271-6360; Fx: (604)271-0662

CARR'S CRACKERS  
DELACRE Cookies  
EURO PATISSERIE Cookies  
KAMBLY Biscuits  
MANISCHEWITZ Kosher Cookies, Kosher Crackers  
MCVITIE'S DIGESTIVE Biscuits  
MCVITIE'S HOB-NOBS Biscuits  
MCVITIE'S TUC Crackers  
ROCKY MOUNTAIN GOLD Rice Cakes  
ROKEACH Crackers  
STREIT Cookies  
WALKERS Biscuits  
WASA Crisp Bread  
STREIT Pancake Mix  
KEEBLER Pie Crust  
MANISCHEWITZ Kosher Bagels  
RUBSCHLAGER Deli Bread  
WALKERS Seasonal Cakes, Shortbread

B.K. Sethi Marketing Ltd.  
14-11191 Horseshoe Way, Richmond, V7A 4S5 (H.O. Scarborough, Ont.)  
Vincent Uy, Distribution Mgr.  
(604)277-3578

EXCELSIOR Crackers  
GARDEN Cookies, Wafers  
INDIA HOUSE Naan Bread

Far Met Importers Ltd.  
34 West 7th Ave., Vancouver, V5Y 1L6  
Michel Farges, Pres., Judith Mann, Controller, Yves Farges, Operations  
(604)876-2241; Fx: (604)875-1575

KAVLI Crisp Bread  
DUBOIS WAFERS  
ROKA Bread Sticks, Cheese Crispies, Chili Sticks, Cumin Ch B's, Gouda Ch. B's.

Haida Sales Ltd.  
#205, 3237 King George Highway, South Surrey, V4P 1B7

Stuart Spear, Pres., Stuart Spear Jr., Sales Mgr.; Don Goddard, Special Project Mgr.  
(604)531-8010; Fx: (604)531-8018  
SALLOUM Pita Bread

Holtzheuser Brothers Ltd.  
7658 Winston St., Burnaby, V5A 2H4 (H.O. Richmond Hill, Ont.)  
(604)420-1636; Fx:(604)420-2770  
BRINK Biscuits  
HILLE Rusks  
PALLY Biscuits  
RIPENSA Biscuits  
SAN ESU Crackers

ID Foods Western Corporation  
135 Glacier St., Coquitlam, V3K 5Z1  
Rob McGowan, Sales Manager  
(604)942-6022; Fx: (604)942-1689  
COSTA Crackers

Michael Theodor Brokerage, Inc.  
Ste. 310-2025 W. 42nd Ave., Vancouver V6M 2B5  
Michael Theodor, Pres., Anna Au, Promotions Co-ordinator,  
Lisa Connolly, Special Projects Co-ordinator; Mai Watson, Business Development Mgr.;  
Colleen Roberts, Order Desk  
(604)263-1530; Fx: (604)263-1535  
LADY J Cookies  
WAFFLE HEAVEN Waffles

Tees & Persse Brokerage Ltd.  
101-827 Belgrave Way, Delta, V3M 5R8(H.O. Edmonton, Alta.)  
Stuart Mennie  
(604)520-6002; Fx: (604)520-6898  
AUNT JEMIMA Pancake Mix, Waffles  
SNACKERY Pancake Mix  
SPECIAL D Apple Fritters, Donuts

Morris National Inc.  
#4-15858 Cliveden Ave., Delta, V3M 6M1 (H.O. Concord, Ont.)  
Philip Fournier, Mgr., BC Region

(604)540-8114; Fx: (604)540-8229

AUSTIN Crackers  
GARDEIL BOUDOIRS Cookies  
PIROUWAFER Cookies, Wafers  
STIZI

National Importers Ltd.

1376 Cliveden Ave., Annacis Business Park, New Westminster, V3M 6K2

Casey Wust, VP & COO; GaryMcClune, National Sales & Bus.Dev.Mgr.;

Leeola Zanetti, National Marketing Mgr.; Rob Noble, Food Service & Prod. Dev. Mgr.; Les Cox, C Sales Mgr.

(604)520-1555; Fx: (604)520-0827

I LAN Rice Crackers  
RYVITA Crisp Bread  
UNICO Biscuits

Pennine Marketing Ltd.

100-10277 154th St., Surrey, V3R 4J7

Derek Pope, CEO; Napoleon Veltri, GM

(604)585-4455; Fx: (604)585-2393; E-mail: chrystal@pennine.ca

DARE biscuits  
EVEREST Taco Shells, Tortilla Wraps  
THE ORIGINAL CAKERIE Cakes, Cheese Cakes

Top's Importing (B.C.) Limited

6354 Beresford St., Burnaby, V5E 1B6

George VanBeek, GM; Fred van Rijswijk, Sales Mgr.

(604)430-1341; Fx: (604)430-1834; E-mail: gvanbeek@axionet.com

BRITL Crisp Bread  
DERUITER Cookies  
DRIEHOEK Biscuits  
EMMA Biscuits, Cookies  
SILJANS Croustades  
VANDERMEULEN Biscuits, Rusks  
EMMA Cakes  
VANDERMEULEN Rye Bread